Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
Display and Video Advertising
EXERCISE 6: DISPLAY AND VIDEO ADVERTISING

The aim of this module is to equip learners with the technical understanding and skills to build and maintain an effective Display and Video advertising strategy. The module covers setting up and managing Display and Video campaigns, creating Display and Video ads to run on the Google Display Network and YouTube, applying ad targeting, and then analyzing their effectiveness using metrics reports from Google Ads and Google Analytics. The Practical Exercise associated with this module includes five tasks:

**Task 1 – Upload a Video Ad to YouTube**

The first task requires the learner to upload a new sales promotion TV ad to YouTube and then also to share it with a company's followers on Facebook and Twitter, as outlined in the scenario details provided in the exercise.

Learning Objectives: -
- Upload a video to a YouTube channel
- Use best practices to manage video content on YouTube

**Step 1:** In the Scenario page, select Upload a video ad to YouTube from the list of tasks
**Step 2:** Read the steps required and select Begin to move forward
**Step 3:** Select Sign In
**Step 4:** Select ‘Organic BewT’ to sign in
**Step 5:** Select the small camera icon with a ‘+’ in the top right corner of the page
**Step 6:** Select Upload video
**Step 7:** Select Create Channel
**Step 8:** Select Select files to upload
**Step 9:** Select Straya Day Promo Video from the pop-up window
**Step 10:** Enter 50% off for Australia Day into the field called ‘Title’
**Step 11:** Enter 50% off all Organic BewT moisturizers for Australia Day into the field called ‘Description’
**Step 12:** Enter Moisturizers, Organic Beauty, Sale and Australia Day into the field called ‘Tags’
**Step 13:** Select the forward arrow (>) in the right hand corner when you are ready to proceed
**Step 14:** Select the first image under ‘Video Thumbnails’
**Step 15:** Select Publish
**Step 16:** Select the icon for Facebook or Twitter
**Step 17:** Select Video Manager
**Step 18:** Select the Edit button next to the video for ‘50% off for Australia Day’
**Step 19:** Select the dropdown menu that says ‘Public’ and then select ‘Private’
**Step 20:** Select Save changes

[Task complete]
Task 2 – Create a TrueView Video Campaign

The second task requires the learner to link a company’s YouTube account to Google Ads and then create a TrueView in-stream ad in Google Ads as part of a video sales promotion campaign, based on the scenario details provided in the exercise.

Learning Objectives:
- Link a YouTube channel with a Google Ads account
- Create a Standard Video Advertising campaign in Google Ads
- Use Google Ads to create campaigns and ads for YouTube

Step 1: In the Scenario page, select **Create a TrueView video campaign** from the list of tasks
Step 2: Read the steps required and select **Begin** to move forward
Step 3: Select **Link an Adwords account** near the bottom of the page
Step 4: Select **Organic BewT**
Step 5: Select **Campaigns** in the column on the left hand side
Step 6: Select the large blue circle with the ‘+’ symbol
Step 7: Select the ‘Video’ option
Step 8: Select ‘**Product and brand consideration**’ from the column on the left hand side
Step 9: Select **Continue**
Step 10: Select ‘**Campaign name**’ and enter **Video-Straya Day Sale** into the field
Step 11: Select the field beneath ‘Enter the average you want to spend each day’ and enter **$8.50**
Step 12: Select **Accelerated** at the bottom of the page
Step 13: Select the blue box with the tick next to ‘Video partners on the Display Network’
Step 14: Enter **United States** and Select ‘**Advanced Search**’
Step 15: Select ‘**Exclude**’ beside ‘United States’
Step 16: Enter 3 into the field below ‘Number of impressions’ and 3 into the field below ‘Number of views’, then Select **Save and Continue**
Step 17: Select the HTTP link of the video in the top left corner of the page
Step 18: Select ‘In-stream ad’
Step 19: Select the empty field next to ‘http://’ and enter **organicbewt.com/strayaday**
Step 20: Select the empty field below ‘Display URL’ and enter **organicbewt.com**
Step 21: Select the empty field below ‘Upload an image’ and enter **Straya Day Sale**
Step 22: Select **Save and Continue** at the bottom of the page

[Task complete]
**Task 3 – Target in-Market Audiences**
This task requires the learner to target a specific audience for a video campaign using Google Ads, based on the scenario details provided in the exercise.

**Learning Objectives:**
- Apply audience targeting to Video campaigns
- Configure exclusions in Google Ads to refine where ads appear in Video campaigns
- Apply contextual targeting to Video campaigns
- Configure exclusions in Google Ads to refine where ads appear in Video campaigns

**Step 1:** In the Scenario page, select **Target to in-market audiences** from the list of tasks
**Step 2:** Read the steps required and select **Begin** to move forward
**Step 3:** Select **Video-Straya Day Sale** under ‘Campaigns’
**Step 4:** Select **Ad groups** from the column on the left
**Step 5:** Select the large blue circle with the ‘+’ symbol
**Step 6:** Select the empty field next to ‘Ad group name’ and enter **Eco-friendly Millennials**
**Step 7:** Select the empty field below ‘Maximum CPV bid’ and enter **0.10**
**Step 8:** Select **Popular videos bid adjustment** near the bottom of the page
**Step 9:** Enter **2** into the field below ‘Popular videos bid adjustment’
**Step 10:** Select **Demographics** near the bottom of the page
**Step 11:** Select ‘Male’ or ‘Unknown’ from the Gender category
**Step 12:** Select any of the options below ‘25-34’ from the Age category
**Step 13:** Select **Next**
**Step 14:** Select **What they are actively researching or planning** from the column on the left
**Step 15:** Select **In-market audiences**
**Step 16:** Select **Beauty Products & Services** from the list
**Step 17:** Select **Finish**

[Task complete]
Task 4 – Apply Device Bid Adjustments to a Campaign
This task requires the learner to configure device bid adjustments in Google Ads for a Video campaign, based on the scenario details provided in the exercise.

Learning Objective:
- Apply a bidding strategy using Google Ads to a Video campaign

Step 1: In the Scenario page, select **Apply device bid adjustments to your campaign** from the list of tasks
Step 2: Read the steps required and select **Begin** to move forward
Step 3: Select **Video-Straya Day Sale** under ‘Campaigns’
Step 4: Select **Devices** from the column on the left
Step 5: Move the mouse cursor over ‘Bid adj ’ and then select **Decrease** from the pop-up window
Step 7: Enter 10 into the empty field and then select **Save**
Step 8: Enter 10 into the empty field and then select **Save**
Step 9: Enter 100 into the empty field and then select **Save**
Step 10: Select **Finish**

[Task complete]

Task 5 – Advertise Using Multiple Display Ad Formats
This final task requires the learner to select multiple ad formats for a sales promotion using the Google Display Network, based on the scenario details provided in the exercise.

Learning Objective:
- Distinguish between the ad formats and sizes available on the Google Display Network

Step 1: In the Scenario page, select **Advertise your ad in multiple display ad formats** from the list of tasks
Step 2: Read the steps required and select **Begin** to move forward
Step 3: Drag the first banner (728 x 90) to the vacant slot at the top of the web page and select **Continue**. Do the same for the two remaining images

[Task complete]